



Module III. Business

Digital
Marketing
for
Orange
Economy

Topic 3. Display Digital
Advertising

Lesson 1. Display Digital
Advertising process



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Display Digital Advertising process



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In this lesson, we will learn...

*what the benefits of Display
Digital Advertising are and
how that process looks like.*



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Once the topic is completed and approved, learners will be able to...

Understand what does it mean Display Digital Advertising, how that process looks like.



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What are the benefits of Display Digital Advertising?



Increase brand awareness and potential sales.



Ability to target visitors by age, lifestyle, and geography.



Ability to remarket to people who have already visited our website but have not purchased it.



Ability to see your brand's message on thousands of premium sites.



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Display Digital Advertising process



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1. Create an ad



Determine who your
publisher is.



2. Publish an ad.



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3. Track the ad.

Once you post an ad, your job doesn't end there. As users interact with your ad, it's up to you to track the ad and the results it achieves.



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Factors to consider



Your target audience



Publisher prices



Location



Competition



Conclusions

Once you follow all the steps, create and publish your display advertisement your job is not done.



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CREDITS

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